



**TOWN OF TRUMBULL, CONNECTICUT
ECONOMIC DEVELOPMENT COMMISSION**

**RETAIL AND BUSINESS SERVICES SURVEY
JANUARY – FEBRUARY, 2007**

Executive Summary

Submitted by:

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INTRODUCTION

On January 9 through February 14, 2007, the Economic Development Commission surveyed town residents and businesses to obtain their input on the types of retail businesses and restaurants that best meet their needs and interests. The intent of the survey was to help focus marketing efforts on the appropriate retail and entertainment businesses to be placed in the existing commercially zoned area of town.

The survey was accessible electronically through the town's official Website, and 6,500 surveys accompanied the January 18 issue of the Trumbull Times. More than 560 responded. Approximately 350 participated electronically through the Website, and 200 provided their responses via hardcopy.

The Economic Development Commission thanks all who participated in the survey. Their careful thoughts and suggestions are valuable and greatly appreciated. Their input will be used as a basis for marketing efforts and discussions with major Trumbull commercial property owners and developers.

SUMMARY OF RESULTS

Respondents offered comprehensive suggestions and comments regarding their needs and interests. There was, however, a small population of respondents who stated that they did not want or need any more businesses coming to town.

Below is a summary of the responses to the questions that were asked:

Question 1: For residents -- What type of businesses should be added to better meet your weekly/daily needs?

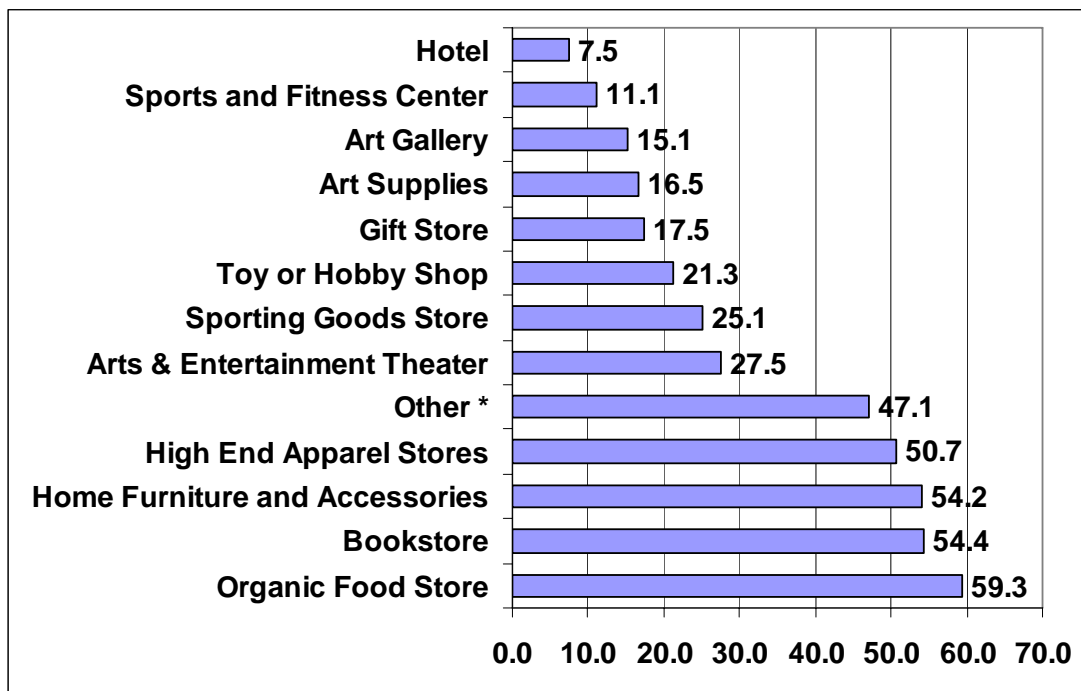
- Restaurants were the most frequent response to this question and many indicated an interest in casual, family-friendly restaurants, as well as interesting and high-end restaurants.
- Another common theme was the need for a downtown center, or a lifestyle center, where residents can go with family or friends to leisurely meet, shop, or eat together.
- Other popular retail businesses mentioned included bookstores, natural or organic grocers, high-end apparel, and home improvement stores.

Question 2: For businesses -- What type of businesses should be added to better meet your weekly/daily needs?

- Although some responded from a residential perspective, some of the most frequently mentioned needs from the business community included restaurants, office supply and services (such as Staples), daycare, wellness facilities, and IT or Wi-Fi solutions.

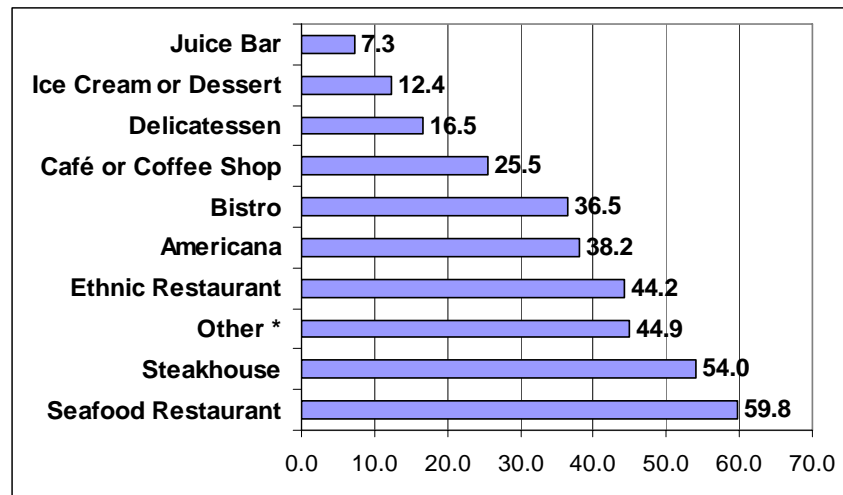
Question 3: What type of retail would meet your needs or interests:

The following choices are ranked in order of the percentage of responses. Note that participants were able to select multiple retail interests. Therefore, percentages are based on the total number of survey participants (550).



* Other popular responses included a community center, an athletic center, moderately priced apparel stores, hardware or home-improvement stores (such as Lowes and Home Depot). In addition, there was support for family-owned businesses and small boutiques in lieu of large chains.

Question 4: What types of new restaurants should be added to Trumbull?



* Other popular suggestions included family-style restaurants, easily accessible take-out restaurants and a diner. Of the ethnic restaurants, the most popular suggestions were Italian, Thai, Mexican and a Kosher Deli.

Question 5: Any suggestions or comments regarding the types of retail, arts, and entertainment businesses you'd like to see come to Trumbull?

In addition to the other suggestions, common responses were as follows:

- A Trumbull “center” for residents to congregate shop, eat, and spend casual time with friends and family.
- A community center or athletic club
- An upgrade to the shopping center on White Plains Road
- Requests to preserve the residential nature of the town while allowing for newer choices in restaurant, activities, and retail business within the existing commercially zoned areas.

CONCLUSION

It is clear that Trumbull residents take pride in their town. They are interested in preserving its residential character while also increasing specific retail and restaurant options within the town’s commercial zones. Residents are interested in enhancing the sense of community and entertainment in town by adding more restaurants and gathering places. There is a high level of interest in expanding retail options, specifically with a quality bookstore, a natural or organic food store, a high-end apparel store, and a home improvement store. Strong restaurant interests include seafood, steakhouse, ethnic, and casual family-friendly restaurants. Overall, more quality retail and restaurant choices within existing commercial areas would be well received by most Trumbull residents.